CLAIM AMENDMENTS

1-32. (Canceled)

33.   (currently amended) A method comprising:

capturing via a handheld cellular telephone and in response to actions of a user, a digital image of a location including a restaurant;

displaying the digital image of the restaurant to the user on a display device of the handheld cellular telephone;

interacting with the user to select the digital image via the handheld cellular telephone;

displaying an object class menu on the display device of the handheld cellular telephone, the object class menu having a plurality of object classes including a person class, a product class and an event class;

interacting with the user via the handheld cellular telephone to select one of the plurality of object classes from the object class menu;

displaying a task menu on the display device of the handheld cellular telephone, the task menu including a plurality of tasks that are based on the selected one of the plurality of object classes, the plurality of tasks including a restaurant reservation task;

interacting with the user via the handheld cellular telephone to select one of the plurality of tasks from the task menu;

transmitting the digital image from the handheld cellular telephone to a server system along with data indicating the selected one of the plurality of tasks;

when the selected one of the plurality of tasks is the restaurant reservation task:

identifying the restaurant via the server system, based on the recognition of the restaurant in the digital image of the location, and not based on the recognition of an optical code;

retrieving restaurant information via a computer network, based on the identification of the restaurant;

displaying at least a portion of the restaurant information on the handheld cellular telephone; and

~~facilitating at least one associated task based on the restaurant information, the at least one associated task including~~ facilitating reservations for the restaurant via the handheld cellular telephone.

34. (previously presented) The method of claim 33 wherein the restaurant information includes scheduling information for the restaurant.

35. (previously presented) The method of claim 33 wherein the restaurant information includes food information for the restaurant.

36. (previously presented) The method of claim 33 wherein the restaurant information includes transportation information for the restaurant.

37. (previously presented) The method of claim 33 wherein the restaurant information includes visual content.

38. (previously presented) The method of claim 33 wherein the restaurant information includes audio content.

39. (currently amended) The method of claim 33 wherein the <u>restaurant reservation</u> ~~at least one associated~~ task <u>is</u>~~includes~~ a customized task <u>that, once generated by the user and stored on</u> ~~performed by~~ the handheld cellular telephone<u>, is repeatable</u>.

40. (currently amended) The method of claim 39 wherein the customized task is shared, <u>via the server system, to</u>~~by~~ other users of other handheld cellular telephones.

41. (currently amended) The method of claim 33 wherein the <u>restaurant reservation</u> ~~at least one associated~~ task includes task options made available from a service provider.

42. (currently amended) A method for use with a wireless communication device capable of accessing a computer network, the method comprising:

receiving at a server system, a digital image of a restaurant captured with the wireless communication device;

receiving via the server system, a selection of an object class from an object class menu having a plurality of object classes including a person class, a product class and an event class;

receiving via the server system, a selection of a task, wherein the task includes making reservations for the restaurant; and

identifying the restaurant via the server system, based on the recognition of the restaurant in the digital image, and not based on the recognition of an optical code;

facilitating via the wireless communication device, the making of the reservations for the restaurant via communication with the computer network and based on the identification of the restaurant, wherein the facilitating includes retrieving restaurant information.

43. (previously presented) The method of claim 42 wherein the restaurant information includes scheduling information for the restaurant.

44. (previously presented) The method of claim 42 wherein the restaurant information includes food information for the restaurant.

45. (previously presented) The method of claim 42 wherein the restaurant information includes transportation information for the restaurant.

46. (previously presented) The method of claim 42 wherein the restaurant information

includes visual content.

47. (previously presented) The method of claim 42 wherein the restaurant information includes audio content.

48. (previously presented) The method of claim 42 wherein the digital image of the restaurant is captured via an image of a substantially planar object.

49. (currently amended) The method of claim 42~~40~~ wherein the digital image of the restaurant is captured via an image of a non-planar object.

50.   (currently amended) A method comprising:

capturing via a handheld cellular telephone and in response to actions of a user, a digital image of an event venue;

displaying the digital image of the event venue to the user on a display device of the handheld cellular telephone;

interacting with the user <u>via the handheld cellular telephone </u>to select the digital image;

<u>displaying an object class menu on the display device of the handheld cellular telephone, the object class menu having a plurality of object classes including a person class, a product class and an event class;</u>

<u>interacting with the user via the handheld cellular telephone to select one of the plurality of object classes from the object class menu;</u>

<u>displaying a task menu on the display device of the handheld cellular telephone, the task menu including a plurality of tasks that are based on the selected one of the plurality of object classes, the plurality of tasks including an event task;</u>

<u>interacting with the user via the handheld cellular telephone to select one of the plurality of tasks from the task menu;</u>

transmitting the digital image from the handheld cellular telephone to a server system<u> along with data indicating the selected one of the plurality of tasks</u>;

<u>when the selected one of the plurality of tasks is the event task:</u>

identifying the event venue<u> via the server system,</u> based on the recognition

of the event venue in the digital image, and not based on the recognition of an optical code;

retrieving event information via a computer network based on the recognition of the event venue;

facilitating the event ~~at least one associated~~ task associated with the event venue, based on the event information; and

displaying at least a portion of the event information on the handheld cellular telephone.

51. (previously presented) The method of claim 50 wherein the event information includes at least one of: scheduling information, food information, transportation information and ride information.

52. (currently amended) The method of claim 50 wherein the event ~~at least one associated~~ task is~~includes~~ a customized task that, once generated by the user and stored on ~~performed by~~ the handheld cellular telephone, is repeatable.

53. (currently amended) The method of claim 52 wherein the customized task is shared, via the server system, to~~by~~ other users of other handheld cellular telephones.

54. (currently amended) The method of claim 50 wherein the event ~~at least one associated~~ task includes task options made available from a service provider.

55. (currently amended) The method of claim 50 wherein the event ~~at least one associated~~ task includes ordering a ticket.

56. (previously presented) The method of claim 55 wherein the ordering of the ticket includes at least one of: pre-ordering the ticket for a later date; and ordering the ticket for a current date.

57. (currently amended) The method of claim 50 wherein the ~~event~~ at least one associated task includes sending an email to a person.

58. (currently amended) The method of claim 50 wherein the ~~event~~ at least one associated task includes placing a call to a person.

59. (new) The method of claim 33 wherein the restaurant reservation task was generated by another user of another handheld cellular telephone and provided to the handheld cellular telephone via the computer network.

60. (new) The method of claim 50 wherein the event task was generated by another user of another handheld cellular telephone and provided to the handheld cellular telephone via the computer network.